



Central United States Earthquake Consortium

CUSEC

a partnership to mitigate disasters and save lives

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FOR IMMEDIATE RELEASE

Great Central U.S. ShakeOut is Just One Month Away

Memphis, Tenn. (January 10, 2013) - In just one month, hundreds of communities throughout a nine state region will participate in a region wide earthquake drill during the third annual *Great Central U.S. ShakeOut*. At 10:15 a.m. (local time) on February 7, 2013, millions of people will practice the recommended safety action in the event of an earthquake, **Drop, Cover, and Hold On**. During an earthquake, individuals are advised to:

- **Drop** to the ground
- Take **Cover** under a sturdy table or desk if possible, and protect their heads and necks
- **Hold On** until the shaking stops

The ShakeOut occurs on the heels of Hurricane Sandy, the deadly storm which impacted millions of Atlantic Coast citizens, caused more than \$60 billion in losses, and leaves a lasting reminder of the destructive power of natural disasters. "This storm has once again shown us what wide-spread damage and disruption a regional disaster can have on the entire nation," said Jim Wilkinson, Executive Director of the Central US Earthquake Consortium (CUSEC). During the storm, the loss of life could have been much greater had communities and citizens been complacent about the threat they faced.

Like hurricanes, earthquakes can have ripple effects on the nation's infrastructure. The date of the Shakeout drill coincides with the anniversary of the February 7, 1812 earthquake near New Madrid, Missouri, the last of a series of great earthquakes that caused the formation of Reelfoot Lake in Tennessee and were felt as far away as the eastern seaboard. Were these earthquakes to occur today, they would affect millions of people and disrupt many critical functions such as economic, transportation, utility and communication services.

With more than 2 million people expected to participate, the ShakeOut provides individuals and communities a dedicated time to focus on disaster safety and preparedness activities such as:

- Practicing earthquake safety actions and updating emergency plans and supply kits
- Securing heavy items to prevent them from causing injuries during an earthquake
- Talking with colleagues, family members, and friends about how they might respond to any emergency

To participate in the drill, interested citizens, schools, communities, businesses, etc. are asked to visit www.shakeout.org/centralus and register to participate. Once registered, they will be added to the growing list of participants and can get more information about how to participate. Many resources are available on the website for participants to use during their drills including drill manuals, videos, audio drill broadcasts, earthquake scenarios, and more.

Organized by the Central U.S. Earthquake Consortium (www.cusec.org) and the states of Alabama, Arkansas, Illinois, Indiana, Kentucky, Mississippi, Missouri, Oklahoma and Tennessee, and hundreds of local state, federal and volunteer partners; the *Great Central U.S. ShakeOut* is free and open to the public. All who are interested in disaster preparedness are encouraged to participate.

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For more information, contact the Central U.S. Earthquake Consortium at (901) 544-3570

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